NEW

North American Systems presents

Filter Fresh™

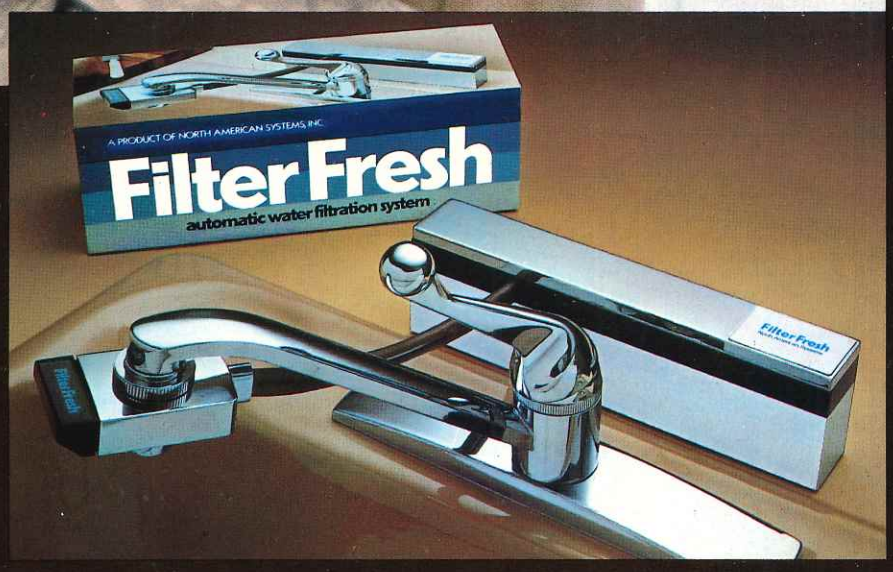
Automatic Water Filtration System

with

Sophia Loren

Now...for **Filter Fresh**, Mr. Coffee is creating big, new excitement as only he knows how! Commercials starring the famous Sophia Loren in her advertising debut have already started building customer demand for the fabulous new Filter Fresh. And she'll continue to help you sell it with appearances on network TV throughout 1978. Be sure you're in on the most sensational new product introduction since the original Mr. Coffee machine. Place your orders now for immediate shipment.

Filter Fresh is ready for immediate delivery.



See Filter Fresh at the Chicago Housewares Show, Booths 1159-63, beginning January 16, 1978.

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MR. COFFEE

Supplement to
Retailing Home Furnishings
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Model MCS-200
2-10 cups

Model MCS-1212
4-12 cups

Model CBS-700
2-10 cups

Now...broaden your MR. COFFEE line with more models at more price points... a model to suit every customer!

Since Mr. Coffee sells more drip-method coffeemakers and North American Systems backs the sales with more advertising than any other manufacturer...naturally, your customers will be looking for America's #1 coffeemaker by name. So if you've been stocking just one or two models, and half of your business is in Mr. Coffee, just imagine what a full line of Mr. Coffee models—at price points for every budget—can do for your sales.

High coffee prices make "Coffee-Saver" models super sellers!

With the high cost of coffee, your customers will insist on the genuine "Coffee-Savers" from Mr. Coffee. The exclusive "Coffee-Saver" uses up to 50% less coffee per potful, without waste. "Coffee-Savers" are the coffeemakers keeping up with the times, so they sell! Your Mr. Coffee representative is ready with generous co-op support and all the facts on what a full line of Mr. Coffee brewers can do for you. Get in touch now!

Be sure to see MR. COFFEE at the Chicago Housewares Show,

means business!

Joe DiMaggio is making MR.COFFEE a household word!

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And he's back for '78, preselling your customers on the coffee-saving, money-saving features of Mr. Coffee week after week on their favorite TV shows. He'll be reaching millions of households and that means more traffic, more sales for your store. To America, Joe is Mr. Coffee and his endorsement means big business!

Meet the new MR.COFFEE Warmer.

It's a coffee warmer with decanter that works hand in hand with any Mr. Coffee machine to double its serving capacity. Now your customers can serve perfect coffee continuously to parties, meetings—a whole office force. Use it at the dining or buffet table, den or patio to keep 10 or 12 cups at the just-right temperature.

A bright, new idea with a ready market of satisfied Mr. Coffee owners to start it moving off your shelves the minute it arrives. And a natural for gift-giving!

See the new MR.COFFEE Warmer at the Chicago Housewares Show, Booths 1159-63, beginning January 16, 1978.

Booths 1159-63, beginning January 16, 1978.

NEW

Keep MR.COFFEE users coming back with high-profit accessories!

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MR.COFFEE filters

are the heart of the system that brews 10 cups of coffee in 5 minutes. Your satisfied Mr. Coffee users will be demanding them because genuine Mr. Coffee filters are made of the finest virgin papers prepared exclusively by Mr. Coffee for the best results in Mr. Coffee machines. Other brands just don't measure up. The tamper-proof filter packaging is sealed tightly and automatically in Mr. Coffee's own filter factory, so your customer's hands will be the first to touch the filters. And they're as clean and fresh as the finest food products. They fit all Mr. Coffee models and most other basket-type brewers, too, for even greater sales potential. So be sure you're well stocked!

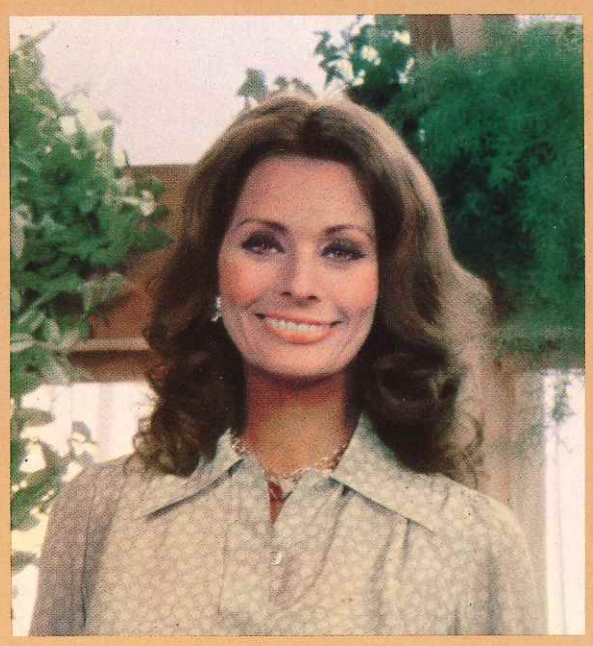
Exclusive MR.COFFEE decanters

are still another key to valuable repeat business. Attractive 10-cup (50-oz.) and 12-cup (60-oz.) glass decanters are dishwasher-safe and banded in stainless steel for extra durability. And they fit every Mr. Coffee model including the new Mr. Coffee Warmer. You're not in the Mr. Coffee business without them.

Replaceable Filter Fresh cartridges

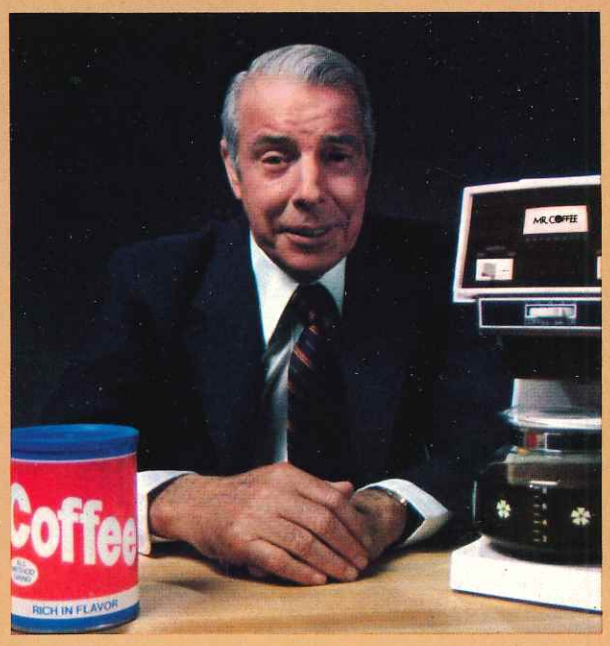
—the newest profit products from North American Systems. Each easy-to-replace cartridge cleans up to 1200 gallons of water and comes with a convenient test kit. When your customers are ready for replacements, be sure you have them in stock.

North American Systems puts double the salespower behind Filter Fresh and MR.COFFEE— Sophia Loren and Joe DiMaggio on network TV throughout the year!



Yes, North American Systems does it again for '78. Mr. Coffee history proves that #1 in advertising and #1 in product innovation means #1 in sales. And this year, they will be putting their famous advertising clout behind both Mr. Coffee and the exciting new Filter Fresh with not one but two top personalities in fresh commercials targeted to perform for you continuously during 1978.

When Sophia Loren speaks on network television for North American Systems throughout 1978, your customers will take notice again and again. And that can only mean more store traffic. When Mr. Coffee himself, Joe DiMaggio, talks about the better cup of coffee that Mr. Coffee delivers, your customers will be watching and listening. Be sure you cash in on the big North American Systems excitement for '78.



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